

Open Innovation, Creativity and IS

- Introduction, Creative Futures Conference, Workshop A

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Workshop Themes:

Creativity in the Innovation Process?

Open Innovation – Information Systems Enabling It?

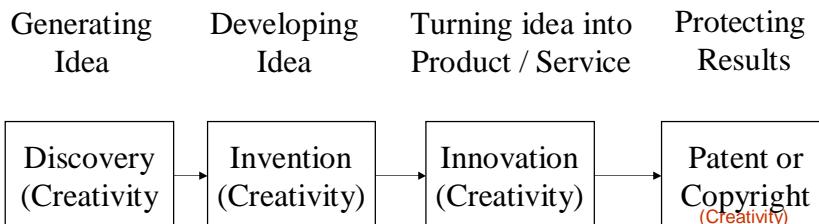
Focus: R&D networks (Johanna Still)

Focus: Social networking (Katariina Ala-Rämi)



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Innovation Process and Creativity



(Couger, 1995)



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Innovation Process – Timing & Communities?

- 1) Constantly capture ideas
- 2) Keep these alive
- 3) Explore new uses for them
- 4) Build prototypes to test them out

→ New "social" role for R&D ?

(Hargadon & Sutton, 2000)

Case: Ideo
<http://www.ideo.com/portfolio/>

Case: Nokia
<http://n91.wordontheblog.com/>

**Closed vs. Open Innovation
(Chesbrough, 2003)**

The diagram illustrates the flow of ideas from research to development over time for both closed and open innovation processes.

- Closed innovation process:** Ideas flow from research to development in a linear, unidirectional path. A vertical dashed line separates "Research" from "Development".
- Open innovation process:** Ideas flow between research and development, indicated by bidirectional arrows. This exchange is influenced by external sources, represented by orange arrows pointing towards the internal flow.

Below the diagrams, a yellow arrow points right with the text: "How about open source and free revealing? (von Hippel, 2005)"

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**Information Systems (IS)–
Support for creativity?**

The slide features several icons representing different types of creative support systems:

- Blogs, ePortfolios:** An icon showing a purple folder containing documents and a pencil.
- Web 2.0 Communities?** A large central icon featuring the text "Web 2.0 Communities?" in a stylized font, with a brain icon above a laptop screen.
- Suggestion Management Systems:** An icon showing two grey filing cabinets with a small document icon.
- Groupware, Decision Support Systems:** An icon showing a blue laptop with a brain icon above it, set against a background of red and black vertical stripes.

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More:



TEKES Parteco-project:
Open Innovation, IS and Social Media

Personal blog + publications:
<http://beyondcreativity.blogs.com>

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